

Amendments to the Claims:

1. (Currently Amended) A system comprising:

a terminal triggerable to obtain a location of the terminal by accessing configured to access at least one piece of content from a memory of the terminal in an offline manner after receiving receipt of the at least one piece of content, the access of the at least one piece of content being a trigger to the terminal to obtain its location, the terminal being configured to obtain its location in response to the trigger, wherein the terminal is also configured to store, into a content usage log, at least one content usage statistic relating to the terminal accessing access of the at least one piece of content from memory, and wherein at least one content usage statistic comprises the location of the terminal; and

a destination configured to receive the content usage log including the at least one content usage statistic.

2. (Previously Presented) A system according to Claim 1, wherein the terminal is configured to receive at least one piece of content in accordance with a broadband data broadcast technique, and wherein the at least one piece of content comprises at least one piece of content for at least one channel comprising at least one of a television, radio or data channel.

3. (Previously Presented) A system according to Claim 2, wherein the terminal is configured to send the content usage log to the destination when a return channel between the terminal and the destination is at least one of available or established.

4. (Previously Presented) A system according to Claim 1, wherein the terminal is configured to access at least one piece of content comprising at least one piece of pre-broadcast content related to broadcast content, and wherein the terminal is configured to send the content usage log to the destination before the broadcast content is broadcast.

5. (Previously Presented) A system according to Claim 4, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the terminal is configured to access the at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

6. (Previously Presented) A system according to Claim 1, wherein the terminal is configured to store at least one content usage statistic further comprising at least one statistic related to at least one of the terminal or the at least one piece of content accessed from the memory.

7. (Cancelled)

8. (Currently Amended) A system according to Claim 1, wherein the terminal is configured to ~~be repeatedly triggered repeatedly~~ access at least one piece of content, each access being a trigger to the terminal to obtain its location, the terminal being configured to obtain a-its location of the terminal in response to each trigger and store at least one content usage statistic for at least one period of time, and wherein the terminal is further configured to send the content usage log to the destination after each period of time.

9. (Previously Presented) A system according to Claim 1, wherein the destination is configured to receive the content usage log including the at least one content usage statistic such that a network entity is configured to send, to the terminal, at least one piece of content based upon the at least one content usage statistic.

10. (Previously Presented) A system according to Claim 1, wherein the terminal is configured to store at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, or information

regarding available connection types comprising at least one of a signal strength, capacity or utilization rate of the connection types.

11. (Previously Presented) A system comprising:

a terminal configured to access at least one piece of content from a memory, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content, the pre-broadcast content including the broadcast content, wherein the terminal is also configured to store, into a content usage log, at least one content usage statistic relating to the terminal accessing the at least one piece of pre-broadcast content from the memory; and

a destination configured to receive the content usage log including the at least one content usage statistic before the broadcast content is broadcast.

12. (Previously Presented) A system according to Claim 11, wherein the terminal is configured to receive at least one piece of content in accordance with a broadband data broadcast technique, and wherein the at least one piece of content comprises at least one piece of content for at least one channel comprising at least one of a television, radio or data channel.

13. (Previously Presented) A system according to Claim 12, wherein the terminal is configured to send the content usage log to the destination when a return channel between the terminal and the destination is at least one of available or established.

14. (Previously Presented) A system according to Claim 11, wherein the terminal is configured to store at least one content usage statistic further comprising at least one statistic related to at least one of the terminal or the at least one piece of content accessed from the memory.

15. (Previously Presented) A system according to Claim 11, wherein the terminal is configured to access at least one piece of content from a memory of a terminal in an offline manner.

16. (Previously Presented) A system according to Claim 11, wherein the terminal is configured to repeatedly access at least one piece of content and store at least one content usage statistic for a period of time before the broadcast content is broadcast, and wherein the terminal is configured to send the content usage log to the destination after the period of time and before the broadcast content is broadcast.

17. (Previously Presented) A system according to Claim 11, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the terminal is configured to access the at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

18. (Previously Presented) A system according to Claim 11, wherein the destination is configured to receive the content usage log including the at least one content usage statistic such that a network entity is configured to send, to the terminal, at least one piece of content based upon the at least one content usage statistic.

19. (Previously Presented) A system according to Claim 11, wherein the terminal is configured to store at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, or information regarding available connection types comprising at least one of a signal strength, capacity or utilization rate of the connection types.

20. (Currently Amended) An apparatus comprising:

a controller configured to access at least one piece of content from a memory in an offline manner after ~~receiving receipt of~~ the at least one piece of content, ~~wherein the access of the at least one piece of content being a trigger to the controller to obtain a location of the apparatus,~~ the controller is ~~triggerable being configured to obtain a~~ the location of the apparatus ~~by the controller accessing the at least one piece of content from the memory in response to the trigger,~~ and

wherein the controller is also configured to store, into a content usage log, at least one content usage statistic relating to the ~~controller accessing~~ access of the at least one piece of content from memory, wherein at least one content usage statistic comprises the location of the apparatus.

21. (Previously Presented) An apparatus according to Claim 20, wherein the apparatus is configured to receive at least one piece of content in accordance with a broadband data broadcast technique, and wherein the at least one piece of content comprises at least one piece of content for at least one channel comprising at least one of a television, radio or data channel.

22. (Previously Presented) An apparatus according to Claim 21, wherein the controller is configured to send the content usage log to a destination when a return channel between the apparatus and the destination is at least one of available or established.

23. (Previously Presented) An apparatus according to Claim 20, wherein the apparatus is configured to receive and store at least one piece of content comprising at least one piece of pre-broadcast content related to broadcast content, wherein the controller is configured to send the content usage log to a destination before the broadcast content is broadcast.

24. (Previously Presented) An apparatus according to Claim 23, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the controller is configured to access the

at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

25. (Previously Presented) An apparatus according to Claim 20, wherein the controller is configured to store at least one content usage statistic further comprising at least one statistic related to at least one of the apparatus or the at least one piece of content accessed from the memory of the apparatus.

26. (Cancelled)

27. (Currently Amended) An apparatus according to Claim 20, wherein the controller is configured to repeatedly access at least one piece of content, each access being a trigger to the controller to obtain the location of the apparatus, and the controller is configured to repeatedly obtain a the location of the apparatus in response to each trigger, and repeatedly store at least one content usage statistic for at least one period of time, and wherein the controller is further configured to send the content usage log to a destination after each period of time.

28. (Previously Presented) An apparatus according to Claim 20, wherein the controller is configured to store at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, or information regarding available connection types comprising at least one of a signal strength, capacity or utilization rate of the connection types.

29. (Previously Presented) An apparatus comprising:  
a controller configured to access at least one piece of content from a memory, the at least one piece of content comprising at least one piece of pre-broadcast content related to broadcast content, the pre-broadcast content including the broadcast content,

wherein the controller is also configured to store, into a content usage log, at least one content usage statistic relating to accessing the at least one piece of pre-broadcast content from the memory, and wherein the controller is configured to send the content usage log to a destination before the broadcast content is broadcast.

30. (Previously Presented) An apparatus according to Claim 29, wherein the apparatus is configured to receive at least one piece of content in accordance with a broadband data broadcast technique, and wherein the at least one piece of content comprises at least one piece of content for at least one channel comprising at least one of a television, radio or data channel.

31. (Previously Presented) An apparatus according to Claim 29, wherein the apparatus is configured to send the content usage log to the destination when a return channel between the apparatus and the destination is at least one of available or established.

32. (Previously Presented) An apparatus according to Claim 29, wherein the controller is configured to store at least one content usage statistic further comprising at least one statistic related to at least one of the apparatus or the at least one piece of content accessed from the memory of the apparatus.

33. (Previously Presented) An apparatus according to Claim 29, wherein the controller is configured to access at least one piece of content from a memory of a apparatus in an offline manner.

34. (Previously Presented) An apparatus according to Claim 29, wherein the controller is configured to repeatedly access at least one piece of content and repeatedly store at least one content usage statistic for a period of time before the broadcast content is broadcast, and wherein the controller is configured to send the content usage log to a destination after the period of time and before the broadcast content is broadcast.

35. (Previously Presented) An apparatus according to Claim 29, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the controller is configured to access the at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

36. (Previously Presented) An apparatus according to Claim 29, wherein the controller is configured to store at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, or information regarding available connection types comprising at least one of a signal strength, capacity or utilization rate of the connection types.

37. (Currently Amended) A method comprising:  
accessing at least one piece of content from a memory of a terminal in an offline manner  
after receiving receipt of the at least one piece of content, the access of the at least one piece of content being a trigger to obtain a location of the terminal;

obtaining a the location of the terminal, wherein accessing the at least one piece of content from the memory of the terminal triggers obtaining the location of the terminal in response to the trigger; and

causing at least one content usage statistic relating to ~~accessing the access of the~~ at least one piece of content to be stored into a content usage log, wherein at least one content usage statistic comprises the location of the terminal.

38. (Previously Presented) A method according to Claim 37 further comprising:  
receiving at least one piece of content into the memory of the terminal in accordance with a broadband data broadcast technique, wherein the at least one piece of content comprises at least



one piece of content for at least one channel comprising at least one of a television, radio or data channel.

39. (Previously Presented) A method according to Claim 38 further comprising:  
sending the content usage log to a destination when a return channel between the terminal and the destination is at least one of available or established.

40. (Original) A method according to Claim 37 further comprising:  
receiving at least one piece of content into the memory of the terminal, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content;  
sending the content usage log to a destination; and thereafter  
broadcasting the broadcast content.

41. (Original) A method according to Claim 40, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein accessing at least one piece of content comprises accessing at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

42. (Previously Presented) A method according to Claim 37, wherein causing at least one content usage statistic to be stored comprises causing, to be stored, at least one content usage statistic further comprising at least one statistic related to at least one of the terminal or the at least one piece of content accessed from the memory of the terminal.

43. (Cancelled)

44. (Currently Amended) A method according to Claim 37, wherein accessing at least one piece of content, obtaining a location of the terminal, and causing at least one content usage statistic to be stored comprise repeatedly accessing at least one piece of content, each access being a trigger to obtain the location of the terminal, obtaining ~~a~~the location of the terminal in response to each trigger, and causing at least one content usage statistic to be stored for at least one period of time, and wherein the method further comprises:  
sending the content usage log to a destination after each period of time.

45. (Previously Presented) A method according to Claim 37, wherein causing at least one content usage statistic to be stored comprises causing, to be stored, at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, or information regarding available connection types comprising at least one of a signal strength, capacity or utilization rate of the connection types.

46. (Previously Presented) A method comprising:  
accessing at least one piece of content from a memory of a terminal, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content, the pre-broadcast content including the broadcast content;  
storing, into a content usage log, at least one content usage statistic relating to accessing the at least one piece of pre-broadcast content from the memory;  
sending the content usage log to a destination; and thereafter  
broadcasting the broadcast content.

47. (Previously Presented) A method according to Claim 46 further comprising:  
receiving at least one piece of content into the memory of the terminal in accordance with a broadband data broadcast technique, wherein the at least one piece of content comprises at least

one piece of pre-broadcast content for at least one channel comprising at least one of a television, radio or data channel.

48. (Previously Presented) A method according to Claim 47, wherein sending the content usage log comprises sending the content usage log to a destination when a return channel between the terminal and the destination is at least one of available or established.

49. (Previously Presented) A method according to Claim 46, wherein storing at least one content usage statistic comprises storing at least one content usage statistic further comprising at least one statistic related to at least one of the terminal or the at least one piece of content accessed from the memory of the terminal.

50. (Original) A method according to Claim 46, wherein accessing at least one piece of content comprises accessing at least one piece of content from a memory of a terminal in an offline manner.

51. (Original) A method according to Claim 46, wherein accessing at least one piece of content and storing at least one content usage statistic comprise repeatedly accessing at least one piece of content and storing at least one content usage statistic for a period of time before broadcasting the broadcast content, and wherein sending the content usage log comprises sending the content usage log to a destination after the period of time and before broadcasting the broadcast content.

52. (Previously Presented) A method according to Claim 46, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein accessing at least one piece of content comprises accessing the at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

53. (Previously Presented) A method according to Claim 46, wherein storing at least one content usage statistic comprises storing at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, or information regarding available connection types comprising at least one of a signal strength, capacity or utilization rate of the connection types.

54. (Currently Amended) A computer program product for recording at least one content usage statistic, the computer program product comprising a computer-readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:

a first executable portion configured to access at least one piece of content from a memory of a terminal in an offline manner after receiving receipt of the at least one piece of content, the access of the at least one piece of content being a trigger to obtain a location of the terminal;

a second executable portion configured to obtain a the location of the terminal, wherein the first executable portion accessing the at least one piece of content from the memory of the terminal triggers the second executable portion to obtain the location of the terminal in response to the trigger; and

a third executable portion configured to store at least one content usage statistic relating to accessing the access of the at least one piece of content into a content usage log, wherein at least one content usage statistic comprises the location of the terminal.

55. (Previously Presented) A computer program product according to Claim 54 further comprising:

a fourth executable portion configured to receive at least one piece of content into the memory of the terminal in accordance with a broadband data broadcast technique, wherein the at

least one piece of content comprises at least one piece of content for at least one channel comprising at least one of a television, radio or data channel.

56. (Previously Presented) A computer program product according to Claim 55 further comprising:

a fifth executable portion configured to send the content usage log to a destination when a return channel between the terminal and the destination is at least one of available or established.

57. (Previously Presented) A computer program product according to Claim 54 further comprising:

a fourth executable portion configured to receive at least one piece of content into the memory of the terminal, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content; and

a fifth executable portion configured to send the content usage log to a destination before the broadcast content is broadcast.

58. (Previously Presented) A computer program product according to Claim 57, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the first executable portion is configured to access at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

59. (Previously Presented) A computer program product according to Claim 54, wherein the third executable portion is configured to store at least one content usage statistic further comprising at least one statistic related to at least one of the terminal or the at least one piece of content accessed from the memory of the terminal.

60. (Cancelled)

61. (Currently Amended) A computer program product according to Claim 54, wherein the first executable portion is configured to repeatedly access at least one piece of content, each access being a trigger to obtain the location of the terminal, the second executable portion is configured to ~~repeatedly obtain a the~~ location of the terminal in response to each trigger, and the third executable portion is configured to repeatedly store at least one content usage for at least one period of time, and wherein the computer program product further comprises:

a fourth executable portion configured to send the content usage log to a destination after each period of time.

62. (Previously Presented) A computer program product according to Claim 54, wherein the third executable portion is configured to store at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, or information regarding available connection types comprising at least one of a signal strength, capacity or utilization rate of the connection types.

63. (Previously Presented) A computer program product of recording at least one content usage statistic comprising:

a first executable portion configured to access at least one piece of content from a memory of a terminal, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content, the pre-broadcast content including the broadcast content;

a second executable portion configured to store at least one content usage statistic relating to accessing the at least one piece of pre-broadcast content into a content usage log; and

a third executable portion configured to send the content usage log to a destination before the broadcast content is broadcast.

64. (Previously Presented) A computer program product according to Claim 63 further comprising:

a fourth executable portion configured to receive at least one piece of content into the memory of the terminal in accordance with a broadband data broadcast technique, wherein the at least one piece of content comprises at least one piece of pre-broadcast content for at least one channel comprising at least one of a television, radio or data channel.

65. (Previously Presented) A computer program product according to Claim 64, wherein the third executable portion is configured to send the content usage log to a destination when a return channel between the terminal and the destination is at least one of available or established.

66. (Previously Presented) A computer program product according to Claim 63, wherein the second executable portion is configured to store at least one content usage statistic further comprising at least one statistic related to at least one of the terminal or the at least one piece of content accessed from the memory of the terminal.

67. (Previously Presented) A computer program product according to Claim 63, wherein the first executable portion is configured to access at least one piece of content from a memory of a terminal in an offline manner.

68. (Previously Presented) A computer program product according to Claim 63, wherein the first executable portion is configured to repeatedly access at least one piece of content and the second executable portion is configured to store at least one content usage statistic comprising being configured to repeatedly access at least one piece of content and store at least one content usage statistic for a period of time before broadcasting the broadcast content, and wherein the third executable portion is configured to send the content usage log to a destination after the period of time and before the broadcast content is broadcast.

69. (Previously Presented) A computer program product according to Claim 63, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the first executable portion is configured to access the at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

70. (Previously Presented) A computer program product according to Claim 63, wherein the second executable portion is configured to store at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, or information regarding available connection types comprising at least one of a signal strength, capacity or utilization rate of the connection types.

71. (New) An apparatus according to Claim 20, wherein the controller being configured to obtain the location of the apparatus in response to the trigger includes being configured to obtain a geographic location of the apparatus in response to the trigger.